LEO BURNETT U.S.A.
Ad No. 102—Source Pagoda—Reg. No. 97047—4/C—Bleed Page—85g x 113g inch—National Magazines, 1978 (A)

MIYAKO

The new filter cigarette blended and styled in the spirit of Japan.

Miyako is blended with American and Japanese tobacco.
Miyako is styled trim and firm.
Miyako. Rich flavor with 15 mg. tar.

Made in USA

Made under license of The Japan Tobacco Corp. (Tokyo) by Philip Morris Inc., Richmond, Virginia

15 mg. "tar," 1.0 mg. nicotine av. per cigarette by FTC Method

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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